

---

SENATE BILL 6436

---

State of Washington 57th Legislature

2002 Regular Session

By Senators T. Sheldon, Benton and Winsley; by request of Department of Licensing

Read first time 01/17/2002. Referred to Committee on Transportation.

1 AN ACT Relating to authorization for the department of licensing to  
2 include advertising in its publications; adding a new section to  
3 chapter 46.01 RCW; and adding a new section to chapter 46.68 RCW.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** A new section is added to chapter 46.01 RCW  
6 to read as follows:

7 (1) The department may sell advertising or enter into agreements  
8 for the purpose of selling advertising for inclusion in any of its  
9 publications, materials, or mailings.

10 (2) The department may enter into agreements for the distribution  
11 of third-party publications or other materials related to its mission  
12 of protecting and enhancing the public safety and welfare in the areas  
13 it licenses and regulates that may contain commercial advertisements or  
14 logos.

15 (3) The department shall retain the right by agreement to approve  
16 advertising content to ensure that the products or services are  
17 harmonious with the subject matter of the publication and are not  
18 inconsistent with the department's mission to promote public safety.  
19 The director shall deny any advertisement that includes content that

1 may be interpreted as contrary to the agency's mission or may carry  
2 connotations offensive to good taste and decency or that would be  
3 misleading. Any public information materials that include advertising  
4 of any kind must provide a statement that inclusion of the materials  
5 does not constitute an endorsement by the state or the agency of the  
6 products or services so advertised.

7 (4) The department shall deposit proceeds from advertising into the  
8 department of licensing advertising account.

9 (5) The department shall adopt rules to implement this section.

10 NEW SECTION. **Sec. 2.** A new section is added to chapter 46.68 RCW  
11 to read as follows:

12 The department of licensing advertising account is created in the  
13 custody of the state treasurer. The department shall deposit all  
14 receipts from advertising in department publications, materials, and  
15 mailings into the account. The department may spend money from the  
16 account only for purposes of offsetting production, distribution, or  
17 postage costs of publications, materials, or mailings relating to  
18 traffic safety and the licensing or regulation of motor vehicles and  
19 motor vehicle operators. The account is subject to allotment  
20 procedures under chapter 43.88 RCW, but an appropriation is not  
21 required for expenditures.

--- END ---